

1 of 4

Rep Firm ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( )  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

$$50 = x$$

PLEASE SEE NA BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$325.00	09/25-09/28	5	1	5	\$1,625.00	
	2	TU-TH,SU-M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	09/25-10/01	4	1	4	\$800.00	
	3	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$1,000.00	09/25-10/01	5	1	5	\$5,000.00	
	4	TU-F,M	7A-9A	TODAY SHOW	:30	\$1,500.00	09/25-10/01	5	1	5	\$7,500.00	
	*5	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	09/29-09/29	2	1	2	\$750.00	
		Station Remark: V2 2X NA 9/29 DT GOLF										
	*6	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/29-09/29	2	1	2	\$1,250.00	
		Station Remark: V2 2X NA 9/29 DT SAT TODAY AIRING 5-6A DT GOLF										
	7	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	09/30-09/30	1	1	1	\$375.00	
	8	SU	7A-8A	TODAY ON SUNDAY	:30	\$750.00	09/30-09/30	1	1	1	\$750.00	
	*9	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
		Station Remark: V2 NA DT GOLF										
	*10	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
		Station Remark: V2 NA DT GOLF										

Rep Order# 6837503 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 104951

Printed: 08/02/2012 9:11 AM  
Last Received: 07/30/2012 4:02 PM  
Showing Buylines: All Lines

2 of 4

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) DEM. CNG. CMP COMM.  
Product DCCC  
Estimate# 1473  
Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1473  
Flight Dates 09/25/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
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	11	TU-F,M	9A-10A	TODAY SHOW II	:30	\$750.00	09/25-10/01	5	1	5	\$3,750.00	
	12	TU-F,M	10A-11A	TODAY SHOW III	:30	\$325.00	09/25-10/01	5	1	5	\$1,625.00	
	13	TU-F,M	11A-12P	RACHEL RAY	:30	\$325.00	09/25-10/01	5	1	5	\$1,625.00	
	14	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/25-10/01	5	1	5	\$2,125.00	
	15	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	09/25-10/01	5	1	5	\$1,625.00	
	16	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	09/25-10/01	5	1	5	\$1,625.00	
	17	TU-F,M	3P-4P	DR. PHIL	:30	\$450.00	09/25-10/01	5	1	5	\$2,250.00	
	18	TU-F	4P-5P	FIRST NEWS 3 AT FOUR	:30	\$700.00	09/25-09/28	4	1	4	\$2,800.00	
	20	TU-F	5P-630P	EARLY NEWS	:30	\$1,000.00	09/25-09/28	5	1	5	\$5,000.00	
	21	SA	5P-630P	KSNV EARLY NEWS	:30	\$675.00	09/29-09/29	1	1	1	\$675.00	
	22	TU-F	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	09/25-09/28	4	1	4	\$4,000.00	
	23	TU-F	730P-8P	FACE TO FACE	:30	\$800.00	09/25-09/28	4	1	4	\$3,200.00	
	*24	SA	7P-8P	JEOPARDY/ WHEEL OF FORTUNE	:30	\$525.00	09/29-09/29	2	1	2	\$1,050.00	
		Station Remark: V2 NOT MA - JEOP/WHEEL AIR 630-730P										
	25	M	8P-10P	THE VOICE	:30	\$4,000.00	10/01-10/01	1	1	1	\$4,000.00	
	26	SU	830P-930P	NEWS AFTER NFL	:30	\$1,800.00	09/30-09/30	1	1	1	\$1,800.00	
	27	SU	10P-11P	LAW & ORDER	:30	\$1,200.00	09/30-09/30	2	1	2	\$2,400.00	

Station KSNV-TV LAS VEGAS, NV. Agency ( ) GREAT AMERICAN MEDIA Rep Firm  
 Advertiser ( ) DEM. CNG. CMP COMM. 3050 K ST NW Sales Office ( ) PHILADELPHIA  
 Product DCCC WASHINGTON, DC 20007 Salesperson ( ) AMY MCCREARY  
 Estimate# 1473 Agency C/P1/P2/E 11/14/1473 Salesperson Phone# 215-568-6540  
 Buyer Katie Keulman Flight Dates 09/25/2012 - 10/01/2012 Salesperson FAX# 215-568-1845  
 Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	28	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/29-09/29	1	1	1	\$1,100.00	
	29	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$750.00	09/25-10/01	3	1	3	\$2,250.00	
	30	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	09/30-09/30	1	1	1	\$400.00	
	31	M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	32	M	4P-5P	FIRST NEWS 3 AT FOUR	:30	\$725.00	10/01-10/01	1	1	1	\$725.00	
	33	M	5P-630P	EARLY NEWS	:30	\$1,200.00	10/01-10/01	1	1	1	\$1,200.00	
	34	M	730P-8P	FACE TO FACE	:30	\$900.00	10/01-10/01	1	1	1	\$900.00	
	35	SU	12A-1A	L&O	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	

---REPORT TOTALS---  
 Report Totals: 96 / \$65,775.00

---SALES MONTHLY TOTALS---

Sep 12: 80 / \$52,125.00 Oct 12: 16 / \$13,650.00  
 Sales Totals: 96 / \$65,775.00  
 Station Totals: 96 / \$65,775.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$252,981	CATV 0%	KBLR 0%	KINC 0%	KLAS 30%	KSNV 26%
		KTNV 20%	KTUD 1%	KVCN 2%	KVMY 1%	KVVU 20%
		XXXX 0%				

---COMPETITIVE COMMENTS---

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NEW ORDER  
EST SHARES  
Books NOV12  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK --  
CASH IN ADVANCE